

For a limited time ...



\$10
GED Testing
per GED® testing module

Kentucky \$10 GED® Testing Campaign
General Information & Promotion Ideas

KENTUCKY
Adult Education
Your future starts here!

Thanks for attending the \$10 GED® Testing Campaign webinar! We will share general information about \$10 GED® testing, as well as provide ideas on ways to promote this great opportunity in your local programs.

Whatchoo talkin' 'bout?

- Each testing module will cost \$10
 - Regularly \$30/module
 - Entire test can be taken for \$40



Thanks to funding earned when Kentucky Adult Education and the Department of Workforce Investment jointly met their 2011-12 Title I and Title II state goals – which is a direct result of your hard work – Kentucky Adult Education should soon be able to offer the opportunity for GED® testers to take each module of the GED® test for \$10.

The regular cost of each module is \$30, so a cost of \$10 per module is a 66% savings. So, if someone takes all four sections of the GED® during this promotion, it will cost him/her only \$40 – instead of \$120.

We chose to cover two-thirds of the cost of the test rather than the full cost because we've discovered that when students have some "skin in the game" – when they've invested in their testing– they demonstrate more commitment to show up for their appointments so the test fee funds are not forfeited.

Official launch: July 1

- Statewide press release
- Radio spots (KBA PEP)
- Print materials available online



This campaign is slated to launch July 1 – as long as we receive our vouchers from GEDTS. This campaign will last until we run out of \$20 vouchers. We will have a total of 8,500 available vouchers, enough for 8,500 individual test modules.

It's important that we get the word out as soon as we have the vouchers in hand here at KYAE – and I'll be sharing some resources and ideas later to help ensure that it's as easy as possible for you.

As soon as you receive an e-mail confirmation from us notifying you that this campaign is a go, you may begin working on getting folks in for this; all is set up and ready to go.

Show me the money!

- To obtain vouchers:
 - Email GED@KY.GOV
 - Submit student name, DOB, name of county program, content module(s) student is taking
 - Will receive voucher number
- Use voucher toward cost of testing module



Once your student has passed one or more modules of the GED Ready™ Test, all you have to do to obtain a voucher is email your student's name, date of birth, name of county program, and the content modules the student is taking to GED@KY.GOV.

You will receive a voucher number, which the student will then be able to apply toward the cost of a testing module when he is registering for the test.

Who is eligible?

- Vouchers are available only for GED® testers enrolled in KYAE programs, including those located at Kentucky Department of Corrections sites.



Only GED® testers who are enrolled in KYAE programs are eligible for vouchers. This includes students enrolled in in Kentucky Department of Corrections programs.

Digging into grassroots efforts

- Submit press releases to local media outlets – add a local spin
 - TV, radio, newspaper
 - Sample available under “\$10 GED® Testing Materials” – marketing page



In order for the word to get out about \$10 GED® testing, we are going to have to employ guerrilla marketing techniques. You’ve heard me talk about guerrilla marketing, I’m sure – but I think the term “grassroots” works just about as well.

The first grassroots promotional activity I will recommend is submitting press releases to any local media outlets you have in your community. As soon as all is set in stone, we will be distributing a statewide press release from KYAE, but I think it’s important that your local media outlets understand the local connection and impact, too.

We will have a sample press release available on the KYAE marketing page. You will be able to find it under a “\$10 GED® Testing Materials” header. You may use it basically “as is” but customizing with your own local information, or you may find that tying a human interest story to your press release may be more effective – maybe share a student success story to demonstrate the significant, positive change that can come with earning a GED®.

If you need to discuss this further, just contact me. If you have a good relationship with someone at a local media outlet, you may not need to submit a press release, but this is a great opportunity to let them know you have a timely, important message to share.

Digging into grassroots efforts

- Contact your community partners
 - Announce at joint meetings
 - Attend staff meetings
 - Provide materials



One of your most important grassroots promotional activities will be letting your like-minded community partners know about this reduced-cost testing opportunity. Think about any of the community partners you have who serve the same populations you do; these are folks with whom you need to connect once the campaign is launched. If you attend meetings with these folks, announce it there. Ask if it would be possible for you to have five minutes during one of their staff meetings to share information.

It's crucial that the folks who actually work with the clients know about it – not just the supervisors. At these meetings, you will want to have materials available that they can begin sharing right away. You may also want to see if they'd mind you dropping additional materials by, too – and find out what works best for them, whether it be fringe posters they can hang on a bulletin board or ½-page fliers they can hand out individually.

Digging into grassroots efforts

- Distribute print materials
 - Postcards
 - Posters/fliers
 - Door hangers
 - “Business” cards



As usual, we will have several downloadable, customizable print materials available on the marketing page of the KYAE website.

There will be postcards, which have been designed to send to folks you haven't seen in a while – more recent students, of course, but you may even want to send to folks you haven't seen in a year or two. Be sure to include “Or Current Resident” when you address them to ensure that you don't get a bunch mailed back to you.

We will also have fringe posters, regular posters and half-page fliers available, as well as door hangers. Door hangers are perfect for reaching folks who live in public housing – or in other low-income apartment complexes.

We will also have business card-sized materials available. I like these because they are so portable – either for your staff to hand out or to give to your students to share. You could also put them in those business card holders you sometimes see at restaurants.

Digging into grassroots efforts

- Attend – or host - events
 - Speak or staff booth
 - Have table at local store
 - Have open house/cookout, etc.



Finally, I suggest that you take this opportunity to get out into the community – or have the community come to you.

You may want to see if you can speak at the local Rotary Club or other civic organizations' meetings. Be sure to come prepared to share ways they can help – whether it be taking some fliers to hand out or by sharing information on their outdoor business signage.

This is also a prime time to staff a booth at local events, so check around to see what's going on. You should also check at local stores where your potential students go and see if you can have a table outside during a peak time – think WalMart on a Saturday afternoon. To attract attention, you may want to have a staff member wear a cap and gown. This is an idea I got from the Mercer County program, and I think it's great!

You may also want to host an open house – or even a cookout. See if a local grocery store will donate food if you give them official recognition at the event.

Questions?

If you have any further questions, send them to GED@ky.gov.

The PowerPoint presentation with notes and the questions that were asked during the webinar along with the answers will be posted at <http://kya.ky.gov/educators/GEDhottopics.htm>.



This initiative will be great for our students – and it promises to be a great opportunity to start off the year with a bang.

Now, we'll take questions. Do you have any? You may type them now, or you may send them to GED@ky.gov.

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